

LENGTH
(VITAPHONE)

6686 Feet

RUNNING TIME

73 Minutes

FIRST NATIONAL
AND VITAPHONE

TALKING

PICTURES



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321 WEST 44th STREET

NEW YORK CITY, U. S. A.

JOE E. BROWN IN "BROAD MINDED"

SYNOPSIS

(Not For Publication)

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Ossie Simpson—as simple as that—and his playboy cousin, Jack Hackett, attend a wild Baby Party in Mabel Robinson's apartment and Mabel announces her engagement to Jack. Jack protests violently but announces it anyhow. The party, celebration, becomes so hilarious the police call, and the papers the excuse for the merri-ent appears in print: it was a party to celebrate the engagement of the young heir to the playgirl.

Jack's father becomes so irritated that he decides to send Jack away, under the care of simple Ossie Simpson, whom he regards as a harmless fellow. So off they start in their Baby Austin, and despite his father's orders, Jack leaves a trail of broken hearts and picks up a string of addresses on the trip to California. On the way they get into trouble with the tempestuous Latin, Pancho Arango. They then play the gallant, and help two girls out of motor trouble: it can be seen right away that Jack has fallen for Constance Palmer, and it's just as obvious that Ossie is fond of Penelope Packer.

Romance blossoms, despite an objecting aunt, who doesn't want her niece, Constance, to have anything to do with the harum-scarum Jack. Connie, however, reciprocates Jack's feeling and the two are slated for marriage. But just then Mabel arrives and insists upon seeing Jack. Ossie, knowing that Jack has reformed, tells Jack that he must see her, but that he, Ossie, has a plan to fool Mabel. Meanwhile Connie knows nothing of Jack's past, and thinks he is an innocent lad, so that the arrival of Mabel complicates the romance and Jack is ready for Ossie's plan.

The plan is this: Ossie hires Gertie Gardner, an actress friend, who is Pancho's sweetheart, to impersonate Connie in her rooms when Mabel comes to give Connie some old love letters Jack wrote. Gertie successfully impersonates Connie, and Mabel gives her the letters, but just at the wrong moment, with Gertie clad in negligee, the real Connie returns from the golf course, to find Gertie en dishabille with Jack and Ossie.

To make matters worse, Pancho arrives, too, and sees Gertie, his sweetheart, in what looks like a compromising situation with the men whom he has threatened to shoot on sight.

Jack and Ossie depart and are ready to go back East, heartbroken, when the whole thing is explained satisfactorily and they are forgiven.

He's Dizzy For Dames



Joe E. Brown, star of "Broad Minded," the First National comedy now at the Theatre

SUMMARY

JOE E. BROWN AND A BOON COMPANION
BEATING IT WEST IN A BABY AUSTIN TO
GET AWAY FROM THE BABY DOLLS THEY
DON'T WANT TO GET AWAY FROM —
BROWN'S BIGGEST BROADSIDE OF BUF-
— BETTER THAN HIS BEST!

ROUTINE STORY

(This story contains all the important facts about Broad Minded.
Release it several days before the coming of the picture.)

Manager of the
..... Theatre, takes pleasure
in announcing next as
the opening date for "Broad
Minded," Joe E. Brown's latest and
funniest comedy.

If you can imagine wide-mouthed
Joe bulging out of one side of a
baby Austin, in a runaway trip in
which he is caretaker for his lady-
killing cousin—if you can see him
doing the gallant to two fair dam-
sels whose car is wrecked by the
way—in the presence of a rip-snort-
ing Latin lover of one of them—you
will have the faintest idea of the
tempo of "Broad Minded."

Many lovely ladies of the screen
are in the cast—Ona Munson—Mar-
jorie White, Margaret Livingston,
Thelma Todd—with Grayce Hamp-
ton as a well-meaning and much-
needed chaperone. William Collier,
Jr., is the devil-with-the-ladies youth,
who gives Jojo such concern. Others
importantly cast are Holmes Her-
bert as the ne'er-do-well's father;
Bela Lugosi as the tempestuous
Spaniard and George Grandee.

The story is the result of the col-
laboration of Bert Kalmer and
Harry Ruby, and Sid Hickox is re-
sponsible for the snappy photo-
graphy. Young Mervyn LeRoy, who
was so successful in his direction
"Little Caesar," shows his great ver-
satility in a picture so radically dif-
ferent.

But it is old Joe Brown who makes
the wheels of the funny wagon go
round. He has never been quite so
sidesplitting as in the character of
Ossie Simpson—well-named—a timid
and well-meaning adorer of the
ladies—nonplussed in the midst of
such a tornado of lovin' 'em and
leavin' 'em—marrying and hoping to
be marrying—as even Joe E. has
never before experienced on stage
or screen. Joe's especial brand of
comedy is so genial, with all its slap-
stick, that he is one of the few com-
edians who would be a permanent
loss—should he decide to retire—
which he is not apt to do for many
a day. See him in "Broad Minded."

THE CAST

OSSIE SIMPSON, *He loves all ladies*.....JOE E. BROWN
CONSTANCE, *Jack's final choice*.....ONA MUNSON
JACK HACKETT, *All ladies love him*.....
.....WILLIAM COLLIER, JR.
PENELOPE, *She stirs Ossie's timid heart*.....
.....MARJORIE WHITE
JOHN HACKETT, SR., *Jack's stern dad*.....
.....HOLMES HERBERT
MABEL ROBINSON, *Tries to nab Jack*.....
.....MARGARET LIVINGSTON
GERTIE GARDNER, *Pancho's sweetie*.....THELMA TODD
AUNT POLLY, *Means to chaperone Connie*.....
.....GRAYCE HAMPTON
PANCHO, *A hot tamale*.....BELA LUGOSI
CASPER, *A much-concerned onlooker*.....
.....GEORGE GRANDEE

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Exploitation That Sells!

Photomaton and Newspaper Contest

"A Joe E. Brown Funniest Face Contest!"

This contest should be tied-up with the photomaton dealer in your locality. The only pictures to be submitted are those taken with the photomaton machine (which takes a number of photos while you wait). Then, show your local newspaper editor the advantage to his paper of a contest of this sort and he's sure to give you all the co-operation necessary. It's a help to him and a natural for you! Run the contest in this manner:—

1. Have the newspaper announce the contest several days before the run of the picture.
2. Announce the contest on your screen and in your program copy.
3. Have the photomaton dealer place placards in his window telling the people to "Have Your Pictures Taken For the Joe E. Brown Funniest Face Contest."
4. Use such lines as: "Joe E. Brown's face is his fortune—You, too, can win money by sending us your funniest expression. Who has the funniest face in town?"
5. Have the newspaper publish the funniest photograph from day to day until the end of the contest.
6. Offer as prizes, cash and theatre passes.
7. Also, have the photomaton dealer offer an enlargement of a straight photograph of the winner.

You can't miss with a stunt like this! Take it up immediately with the photomaton dealer and the newspaper editor!

Lucky Phone Numbers

Arouse the curiosity of your patrons with the following stunt. Announce on your program copy and from your screen, as follows:—

Are you broad minded? Do you give your phone number without hesitation? If you do, leave your name and phone number with the ushers. A surprise awaits the lucky twenty-five phone numbers.

When all these numbers have been collected, select the twenty-five winners. Call them up and tell them that there will be two free tickets in their name left at the box-office, any night they care to see "Broad Minded."

Lobby Stunt

"Broad Minded" offers you an opportunity for a snappy lobby display. Use a large cut-out of a laughing head of Joe E. Brown surrounded by a group of feminine legs, similar to those used in hosiery display. This stunt is attractive and ties-up with the picture. Play up caricatures and stills of the comedian all over the lobby. (Caricatures are obtainable in theatre ads and still set.)

And don't forget the beautiful girls supporting Joe E. Brown in "Broad Minded." Supplement the lobby display with pictures of Thelma Todd, Ona Munson and Marjorie White.

Love Answers

This stunt will make your theatre the talk of the town. Prior to the opening of "Broad Minded," have your patrons fill out slips asking for advice on affairs of the heart. There is a humorous angle to this which you can't miss. Tie-up with your local newspaper editor and have him send the person who conducts the love problem column, to answer some of these questions from the stage of the theatre. Announce the stunt on your screen and in your program copy as follows:—

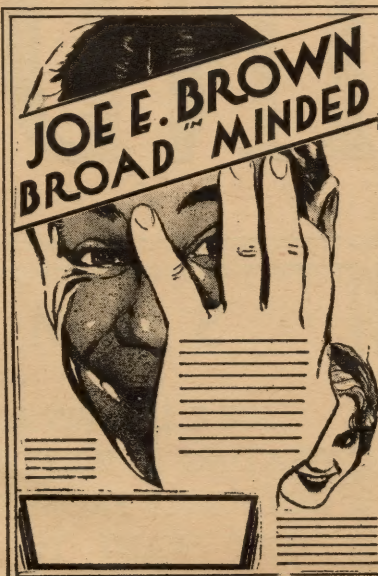
"Are you broad minded. Do you have love problems that you can't answer? Fill out slips obtainable

FOR BANNERS
See Page 10
FOR POSTERS
See Page 12
FOR A GREAT STUNT
See Page 12

from ushers or at box-office. Miss _____, love expert of the _____ (name of paper) _____ will be here in person on the night of _____ (opening date of "Broad Minded") _____ to answer your questions.

You will be surprised at the enormous amount of interest which a stunt of this sort will stir up among your patrons. Take it up with your newspaper editor, at once!

Make Your Frames Sell! Use These Ideas!



Enlarge ad illustration as indicated in Brown 41. Use white lettering in yellow on dark blue. Hand in buff color with copy in purple. Other copy is black on a light red background.



Use still ("Broad Minded" No. 76) as ad illustration or still color with flesh tint. Use white lettering and copy in yellow on a dark blue background. Copy at right is in white; copy at left is red on an emerald green ground.



Enlarge still ("Broad Minded" No. 226) or add illustration as indicated in Brown 41. Use white lettering and copy in yellow on a dark blue background. Copy at right is in white; copy at left is red on an emerald green ground.

Novelty Mirrors

That enlarges the face of those who look into it makes an excellent novelty for a Joe E. Brown picture. Give these away on the opening day of "Broad Minded," and notice the comment that is bound to follow. The back of the mirror carries the following advertising copy:—

"You'll have a broad smile!"

See JOE E. BROWN in
"BROADMINDED"
Playdate
Name of Theatre
Address

The above novelty is inexpensively priced at ten dollars per thousand. Order them at once direct from the dealer:—

Maurice Silberman, 32 Union Square, New York.

Tie-up With Austin

"Broad Minded" offers one of the most novel and attractive street stunts and window displays you've ever had! Tie-up with an Austin dealer in your town to have one of the little cars (they're used in the picture) driven through the streets of your town with the following banner:

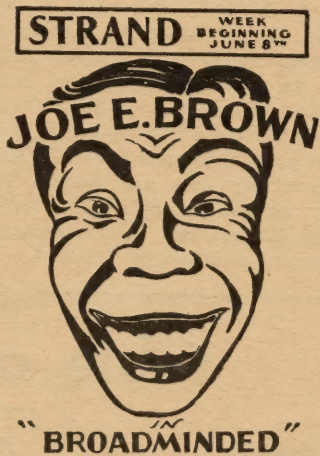
40 Miles per Gallon in an Austin
40 Laughs per Minute with
JOE E. BROWN
in
"BROAD MINDED"
at the _____ Theatre.

Also arrange a window display with the Austin dealer. Have him feature placards, with the above copy, and stills of Joe E. Brown in scenes from the picture.

In addition to the above, arrange with your dealer to have an Austin roadster placed in your lobby during the run of "Broad Minded." This will make a most attractive lobby display—one that is sure to draw large crowds around the box-office!

Joe E. Brown Novelty

A Joe E. Brown laughing face novelty is just the thing for exploiting "Broad Minded." It is a trick card that measures 3½ x 4½ inches. On one side is a laughing head of Joe E. Brown with the mouth and eyes cut out. By moving the back of the card up and down, the comedian's eyes are made to flash and his mouth opens and closes. Across the forehead is imprinted, "JOE E. BROWN," and beneath the head is printed, "BROAD MINDED."



On the back of the card is the following copy:—

A LAFF A MINUTE
JOE E. BROWN
in his latest funfest
"BROAD MINDED"
With Ona Munson, Wm. Collier, Jr.
and Marjorie White
The Comedy Hit Of The Year!!

Distribute these novelties in your lobby a week prior to the opening night of the picture. They can also be used as street throwaways.

Prices not including theatre name

Teaser Campaign

There are many intriguing teasers that can be worked out with the title, "Broadminded." Here are a few of them which should be posted throughout your town about two weeks before the playdate:

ARE YOU BROADMINDED?
Do You Pet?

ARE YOU BROADMINDED?
Do You Attend Wild Parties?

ARE YOU BROADMINDED?
Do You Flirt?

ARE YOU BROADMINDED?
Do You Allow Him to Kiss You
the First Time?

About two days before the opening of the feature, snipe in the following:

See JOE E. BROWN in
"BROADMINDED"
at the _____ Theatre.
You don't have to be Broad-
minded to laugh with
JOE E. BROWN in
"BROADMINDED"
at the _____ Theatre.

It's up to you to make your patrons anxious to see "Broad Minded." Stir them up with a cyclonic advertising campaign!

and playdate (imprinted on front, as indicated) are:—
500 at\$4.00
1,000 at 7.00 per 1000
5,000 at 6.00 per 1000
10,000 at 5.50 per 1000
A minimum charge of \$1.50 per thousand for theatre name and playdate imprinting:

Order direct from dealer
ECONOMY NOVELTY &
PRINTING CO.
340 West 39th St. New York City

Novel Throwaway

A novelty throwaway that will have all your patrons laughing and talking about the picture. It's a clever burlesque on old fashioned medicine ads featuring Dr. Brown's Laugh Mixture. The copy, which appears below, is printed on wrapping paper (the same as the old-fashioned ads) and interspersed with the humorous cartoons which were typical of those ads. These should be distributed by your ushers, and also on the streets, about two days prior to the opening of "Broad Minded." The size of these throwaways in 4¼ x 7 inches and they can be easily folded to fit any size envelope for mailing to your patrons.

DR. BROWN'S LAUGH MIXTURE

How long are you going to keep on having the blues? Even your best friends keep it secret. Have you got fallen arches? Rheumatism? Lock-jaw? Varicose Veins? Do you go around with a long face? Why make your friends and relatives suffer because you are sad? Snap out of it? You can't be a grouch and keep your friends. Laugh along with the rest of the world. There is only one thing that can help you. It's your last chance for the greatest blues tonic on the market. Visit

JOE E. BROWN
the laugh doctor
in
"BROAD MINDED"
Hollywood Theatre

Office hours
Monday, Tuesday & Wednesday,
June 8, 9, & 10
Laugh your troubles away
Dr. Brown's LAUGH MIXTURE

Order direct from dealer
ECONOMY NOVELTY &
PRINTING CO.
340 West 39th Street
New York City

The following prices include printing of theatre name and playdate:—
1,000 for \$3.00
2,500 at 2.75 per 1000
5,000 at 2.50 per 1000
10,000 at 2.25 per 1000

LAUGH THIS OFF



Don't Miss
JOE E. BROWN
IN
BROADMINDED
2 laffs a second
120 a minute 7200 an hour
A First National and Vitaphone Production
Directed by Merryn LaRoy

YOUR THEATRE SIG
(WHITE ON BLACK)

Cut No. 24 Cut 20c Mat 5c

Publicity With A Punch!

JOE E. BROWN HITS THE TOWN WITH LAUGHING TORNADO, IS SUPPORTED BY ONA MUNSON AND WM. COLLIER, JR.

"Broad Minded," First National Comedy, Starring Joe E. Brown, Uproariously Received By First-Night Crowd At Theatre

(Review Featuring the Fine Cast)

William Collier, Jr., Marjorie White and Joe E. Brown in the First National comedy, "Broad Minded," at the

Cut No. 14 Cut 30c Mat 10c

Everybody at the Theatre last night when Joe E. Brown appeared as the star of the First National comedy-romance, "Broad Minded" seemed suddenly to act as if there were not such a thing as worry in the world. Funny play and funny players, added to a good story and expert direction and photography, worked like laughing gas, and set everybody on the highroad to happytown.

Joe E. outdoes even himself in the unique character of a timid follower of the eternal feminine, who, by an odd turn of fate is made the caretaker of a young roustabout with money—whose father wants him so far from the women that he'll never think of them.

appropriately named Ossie Simpson, sets out for the West, with a buddy in a baby Austin, and on the road meets some of the most astonishing adventures that ever befell wayfarers anywhere. Ona Munson is delightful as Constance, the pretty girl who captures the heart of the amorous gadabout, played by William Collier, Jr.

Marjorie White, with prettiness and an unerring comedy sense, is the object of the wide-mouthed attentions of Ossie. Holmes Herbert is the millionaire papa who sends his son on the road to more complications, instead of fewer. Margaret Livingston is the very modern girl who sets her cap for the rich boy, and gives up, only after a battle royal.

Grayce Hampton does the solicitous aunt, who tries unsuccessfully to chaperone Constance and Bela Lugosi plays a hot-headed Spaniard who resents the arrival of the bulging Austin—and the brave Lotharios from the East. The casting is perfect and the story is exceptionally crammed with mirthmaking possibilities. It is by those clever writers of Broadway hits, Kalmar and Ruby.

Mervyn Le Roy, who, if we are not in error, directed the grim sequences of "Little Caesar" starring Edward G. Robinson, has succeeded admirably in his direction of "Broad Minded," a picture absolutely different—bridging the gap between comedy and melodrama with remarkable understanding of the requirements of each.

But it is old Joe E., who makes the unique situations so ludicrous. He has had many triumphs but none quite so big as this one. Ossie Simpson makes you laugh with, and laugh at, the star—and wish for him some of the luck with the ladies which comes to his rich charge. Don't miss "Broad Minded."

STRAND
JOE E. BROWN
IN
BROAD MINDED

Cut No. 20 Cut 20c Mat 5c

Ohio Boy, Beaten By Acrobat, Refuses To Give Up Ambitions

Joe E. Brown, Now at Theatre Starring in "Broad Minded," Travels the Rocky Road

(Biography, May 15, 1931)

Joe E. Brown, now at the Theatre as the star of "Broad Minded," the First National comedy, was only nine years old when he became the youngest of the Five Marvellous Ashtons, a troupe of aerial acrobats who were star attractions with Ringling Bros. and other circuses.

Joe played with them during the summers, going back to his home in Toledo to attend school in the winters. Although the manager got a fair sum from the shows he kept most of it for himself, paying the boys barely enough to keep soul and body together. One of the man's ways of making the boys promise to come back was to beat them, a fact which Joe never revealed to his mother.

The Brown family had come from Holgate, Ohio, where Joe Evan was born in 1892, one of seven. Toledo was thought a more likely place for Mr. Brown to get contracting work, as seven mouths were quite a number to properly fill. The "Evan" in Joe's name is indicative of the Welsh blood of his mother, the Brown had been originally spelled Braun.

Joe was in San Francisco in 1907 at the time of the disturbance which is referred to as "the fire." He was fifteen and enjoyed it all as if it had been a show staged for his especial benefit. He left the Ashtons the next season and fared even worse. He stayed two years, up to the time when he was told that if he didn't do a trick fall as taught, he'd get a flogging he'd remember. Joe fell and broke a leg.

Then he thought he'd follow baseball. He had always been a fan and finally tried out with a St. Paul team when he was seventeen. He was later with the New York Yankees, more as a clown than a clouter. Vaudeville and burlesque followed. He appeared in "Listen, Lester," "Jim Jam Jems," "Greenwich Village Follies," "Betty Lee," "Captain Jinks" and "Twinkle Twinkle."

His pictures are "Crooks Can't Win," "The Circus Kid," "Hit of the Show," "On With the Show," "Song of the West," "Sally," "Hold Everything," "Top Speed," "Maybe It's Love," "Going Wild," and "Broad Minded."

Mr. Brown is five feet eight inches tall, weighs one hundred and forty-eight pounds and has brown hair and blue eyes. He is married to a non-professional. The Browns have two boys aged fifteen and thirteen, and a daughter less than a year old.

Holmes Herbert Here, In "Broad Minded" With Comical Joe E. Brown

(Biography, May 15, 1931)

Holmes Herbert, who plays the part of the stern father of the young scapegrace in "Broad Minded," the Warner Bros. comedy, in support of Joe E. Brown, now at the Theatre, was born in Dublin, Ireland, and educated in England at Rugby. He was successful on both stage and screen in this country and Britain.

He entered pictures in 1917. Among the many in which he has been seen are "On Trial," "Gentlemen Prefer Blondes," "The Careless Age," "Her Private Life," "Madame X," "The Thirteenth Chair," "Untamed," "The Kiss," "The Ship from Shanghai," "Say It With Songs" and "Broad Minded."

Mr. Holmes is five feet eleven inches in height. He weighs one hundred and sixty-five pounds and has gray eyes and blonde hair. His pastimes are golf, swimming and riding. He is the husband of Beryl Mercer.

Funny Fem



Marjorie White has the feminine comedy role in the Joe E. Brown starring Vehicle, "Broad Minded," coming to the on

Cut No. 16 Cut 15c Mat 5c

"Broad Minded" Star Takes Twelve-Mile Broad-Jump

(Advance Reader)

Joe E. Brown, who comes to the Theatre next in "Broad Minded," the First National comedy takes a twelve-mile step in a scene of the sidesplitting play. On location he is shown running into the door of the Huntington Hotel in Pasadena. The next shot shows him in the lobby of the same hotel, apparently. This scene, however, was taken in the studios at Burbank twelve miles away. Featured in "Broad Minded" are Ona Munson, Marjorie White, William Collier, Jr., Margaret Livingston, Thelma Todd and many others. Mervyn Le Roy directed.

One Of Canadian Winnipeg Kiddies Here In A Comedy

(Biography, May 15, 1931)

Marjorie White who plays the part of the charming Penelope in "Broad Minded," the Warner Bros. comedy starring Joe E. Brown, now at the Theatre was born in Winnipeg, Canada, and went on the stage when she was four years old as a singer.

She was known as a child wonder, travelled all over the country and was educated by private tutor who travelled with her. Her father was a grain merchant in Winnipeg. Neither of her parents were unusually talented.

During the war she quit a vaudeville tour to entertain Canadian soldiers, appearing in various camps as a singer and dancer. She then joined the "Winnipeg Kiddies." After the armistice she made a vaudeville tour of the United States with a "sister." The act was known as "The White Sisters." They replaced Topsy and Eva after the Duncan sisters left the show.

After that she made another vaudeville tour with Eddie Tierney. She next joined the "Hello, Lola" company. She recently completed an engagement with "Lady Fingers," Lyle Andrews' Broadway production, in which she was featured.

Miss White signed a Fox contract in May, 1929. She prefers to sing and do comedy roles, is a good dancer and a natural comedienne, is dainty, pretty and reserved, almost childlike in manner, and not at all temperamental. She spends much of her time studying voice and dancing. She likes to fly and has an ambition to own her own plane.

Marjorie White is five feet ten and one-half inches in height, weighs one hundred and three and has blonde hair and China blue eyes.

"Broad Minded" features Miss White as Penelope who is courted by the wide-mouthed comedian.

Tremendous Crowds Acclaim Him The World's Worst Lover

Fun! Romance! Done Up "BROWN"

JOE E. BROWN
in his funniest mirth riot
BROAD MINDED
WITH
ONA MUNSON
WILLIAM COLLIER, JR.
MARJORIE WHITE

A FIRST NATIONAL & VITAPHONE PICTURE

Love a la minute! Laffs a la second!

He can't take it—but he can dish it out—in his own perfect style!

STRAND Broadway and 47th Street

Cut No. 7 Cut 40c Mat 10c

Ads That Bang Across All

BROAD MINDED JOE E. BROWN DELIVERS HIS MONOLOGUE ON OPEN-FACE DIPLOMACY

Star of "Broad Minded," the First National Comedy, Now
At The Theatre, Enlightens Hollywood
Interviewer, On His Past Laugh-Life

(Biographical Feature)

When the present interviewer located Joe E. Brown, now at the Theatre as the star of "Broad Minded," the First National comedy — the mouthy mirthmaker was attired in rompers and a baby cap, shaking a rattle.

"Why the masquerade?" asked the press representative.

"Why, you see, brother," said Joe with his most ingratiating grin, "Kalmar and Ruby wrote a baby party into 'Broad Minded' and I'm supposed to bawl like a baby—so of course I gotta be got up like one. All the girls in the cast like the idea—they're babies, too, see, swell ones—wait 'till you look 'em over. Buster Collier didn't take to the party at first, but he came around. Wanta hear me bawl?"

"I want the story of your life," said the writer.

"Well, that won't take long," confided Joe. "I'm just six now, see!"

"No kidding!" pled the visitor.

"You want the straight goods, in other words. Well it all began when I fell out of a tree. That gave 'em a hunch to make an acrobat out of me, and they did. I was one of the five Ashtons for several seasons—then a scout for the Boston Reds signed me for a season with Painless Parker—the dentist. I was to be a terrible example in outdoor dental demonstrations. Then one day two small boys got too close to my trap and fell in—and they had to drive the crowd away while they fished the kids out.

"So that ended that. Then I ran away with a circus, doubling for Leo, the lion, on rainy days. Leo had rheumatism, and a clause in his contract that he didn't have to roar on rainy days. Wanta hear me roar?"

"All went well till the management got complaints that I was scaring old ladies and small children, so I became a tumbler—a glass tumbler—the kind that doesn't bend like a contortionist, if you know what I mean!

"This continued until the whip socket and dashboard era, when I played opposite Connie Talmadge, who was the 'Mountain Girl' in 'Intolerance.' I played the mountain.

"Shortly after this, motion pictures were invented and David Wark Griffith sent for me and asked me as a boon to the industry, to remain on the stage. So I went back behind the footlights to oblige him, playing Tuesday night in 'Ten Nights in a Barroom,' then star-gazed in 'Twinkle Twinkle' but was forced to abandon this role in time because my partner insisted on knocking me out at each performance with an unstuffed club.

"I then went into the mercantile business, making glass eyes for bear rugs. This continued until Plato wrote 'Three Weeks'—or was it Socrates—which started a bull market in bear rugs and they made 'em so fast they couldn't wait for eyes. This started the famous expression of the pre-Volstead age, 'blind tigers'—some of the rugs having been turned out in a fog and getting streaked like tigers! Odd, wasn't it?"

"Then Technicolor was invented and the yellow cab was made immortal in 'On With the Show' and Warner Bros. needed comic relief for this cab opus and I was signed to help Louise Fazenda squeak.

"This vocal effort was so successful that Vitaphone perfected a non-jumping needle and four train-callers committed suicide and hog calling contests sprung up in even the most remote corners of the U. S. A. My correspondence school for college yell leaders took on gigantic proportions. Cal Coolidge wired for a course.

"My career since that time is too well known to repeat. I have put art back on the pedestal it occupied before the jazz age, and little chil-

"Broad Minded" Stars Joe As Girl-Crazy Reformer

(Advance Reader)

"Broad Minded," the First National comedy starring Joe E. Brown, which comes to the Theatre next, presents the broad-mouthed broad-comedy artist as a timid admirer of all ladies, who is sent West in charge of a playboy whom all girls adore, in the hope of reforming him. The complications may be imagined. William Collier, Jr. is the playboy. Ona Munson and Marjorie White are featured. Mervyn Le Roy directed.

Screen's Funniest Man Is Afraid Of Not Clicking

(Advance Reader)

Joe E. Brown, who will be seen at the Theatre next in "Broad Minded," the First National comedy is recognized as one of the funniest men in pictures, and yet he says he is in constant fear of not really putting over his gags. He goes repeatedly to previews of his pictures to see audience reaction. This concern for the work he is so adept in, accounts for its inevitable success. William Collier, Jr. and Ona Munson are featured. Mervyn Le Roy directed.

"Broad Minded" Star Opens Mouth So Wide Pitcher Misses Plate

(Advance Story)

Motion picture stars have hobbies—some of them very strange—but Joe E. Brown has one that almost all of us have—baseball.

The First National star who is coming to the Theatre next in "Broad Minded" has a semi-pro baseball team called the Joe E. Brown Wildcats. They challenge all comers and are a speedy aggregation. Joe himself, who plays second base, has a record which is all his own. His team is a member of the San Fernando Valley League and Joe has the record of drawing the most "walks," averaging two base-on-balls each game. The secret of this was that Joe batted so strangely and evidently opened his mouth so wide the pitcher couldn't see the plate.

Joe was formerly a professional ball player having been with the St. Paul American Association club and the New York Yankees as much as a clown as a clouter. But he left baseball to go into vaudeville.

Joe's supporting cast in "Broad Minded," a rollicking comedy of two women-chasing goofies includes William Collier Jr., Ona Munson, Marjorie White, Holmes Herbert, Bela Lugosi, Thelma Todd, Margaret Livingston, Grayce Hampton and George Grandee. Mervyn Le Roy directed.

Midget A Yard Tall In Ludicrous Sequence Of Brown's "Broad Minded"

(Advance Story)

The smallest man in the movie plays a role in Joe E. Brown's First National starring vehicle, "Broad Minded" which comes to the Theatre next.

He is only three feet six inches tall and weighs but sixty pounds. He is Johnny Winters, one of the attractions with a famous traveling show. Winters, who is twenty five years old, was vacationing in Southern California, when he was secured for the role in "Broad Minded."

The cast supporting Joe E. Brown includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee.

"Broad Minded" is the hilarious story of two girl-crazy boys, one of them Joe E. cast as the timid guardian of the other. The picture affords the popular funnyman his greatest comedy role.

"Broad Minded" Crew Gets Into Mixup On Prams And "Dollies"

(Advance Story)

Perambulators or prams are baby buggies to most people, but in Hollywood they are small four-wheeled platforms on which motion picture cameras are placed for moving shots.

This fact led to the mixup of instructions which occurred on the set of "Broad Minded," Joe E. Brown's current starring vehicle for First National, coming to the Theatre next.

The order went out for four perambulators of various sizes to fit Joe E. Brown. The next morning most of the camera "dollies" at the studio were on the set and real baby buggies were as absent as hen's-teeth.

The next day several camera-perambulators were needed and a collection of baby buggies showed up. But it's all straightened out now. A baby buggy is for a baby—and in this case Joe E. was the "baby"—and a perambulator is for a camera.

Mervyn Le Roy directed "Broad Minded" while the supporting cast includes William Collier Jr., Ona Munson, Marjorie White, Holmes Herbert, Thelma Todd, Margaret Livingston and Louise Fazenda.

ENOUGH TO MAKE A HIPPO LAFF !



That's saying a mouth-full!
His face is your fortune for
fun! It's full of laffs and he
dishes 'em out faster and
funnier than ever! Come and
get yours!

JOE E. BROWN

Now he's a nut loose in an Austin! Going
goofier, nuttier, funnier every minute!

BROAD MINDED

with

ONA MUNSON
WM. COLLIER, JR.
MARJORIE WHITE

BEGIN LAFFING TOMORROW!

STRAND

B'WAY AT 47th

A FIRST NATIONAL & VITAPHONE HIT

Cut No. 10 Cut 60c Mat 15c

dren can again ask their mothers to go to the pictures without fear.

"I have made America safe for acrobats, and stood firmly against the repeal of voice culture. I stand for more ham and less Hamlet. For open-faced diplomacy and no hitting in the clinches. For more gags and fewer gag men. For —"

"How about a tariff on laughs?"

"Well, now you touch me deeply—you touch me to the quick, as it were—" said the sad-faced comedian. "I knew a feller that laughed once, and never got over it. Sort of hurt his pride. He was a

clown in a circus and didn't believe in taking his own medicine."

"There's my call—that kid director keeps us on the jump. Who is he? Mervyn Le Roy, the boy that directed Eddie Robinson in 'Little Caesar.' Wide range? I'll say he has! Well, so long, be good—" and the interview was ended.

Those in support of Joe E. Brown in "Broad Minded" are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee.

STUDIO LIGHTS BAKE OUT JOE BROWN'S EPIZOOTIC

(Current Reader)

Joe E. Brown, caught cold, baked it out and received an artificial sun burn from studio lights during the production of his latest starring vehicle for First National, "Broad Minded" which is now at the Theatre.

Others in the cast are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston Thelma Todd, Grayce Hampton and Bela Lugosi. Mervyn Le Roy directed.

The Humor of the Picture!

"BROAD MINDED," COMEDY ROMANCE OF TWO WOMAN-CRAZY BOZOES WHO BEAT IT WEST IN A BABY AUSTIN

Joe E. Brown Delights Crowds At The Strand As Timid Hero Of Kalmar And Ruby Comedy, Ona Munson And Wm. Collier, Jr., Support

(Review Featuring the Story)

Joe E. Brown appeared at his funniest last night when his engagement in First National's "Broad Minded" opened at the Theatre. Always a favorite here, he has never been accorded quite such enthusiastic applause as that which greeted him as Ossie Simpson, the timidly girl-conscious, who by an odd twist of fate has been put in charge of a wealthy playboy, whose father wants to get him out of reach of the blonde who is determined to acquire him as a means to getting possession of his dad's millions.

The two beat it westward in a baby Austin—and wrecks—rescues—complications with new feminine menaces—and a thousand and one funny mix-ups go to make up the story which is by Kalmar and Ruby—the Broadway favorites who wrote "Animal Crackers," "Hold Everything" and many others. That the collaborators know the technique of making people laugh is evident from the story.

Joe E. Brown is lucky in the director chosen by the producers. Mervyn Le Roy, who, if we are not mistaken directed the dynamic and unforgettable "Little Caesar"—a picture as remote from "Broad Minded" as the north pole from the south—has directed this slap-stick classic with equal verve and appreciation.

The support is excellent. Ona Munson, Broadway musical comedy hit plays lead. Others are William Collier, Jr., as the gallivanting rich boy. Beauties of the screen are in great evidence, among them being Marjorie White, Margaret Livingston

Goofy For Gals



Cut No. 13 Cut 15c Mat 10c

William Collier, Jr. Supports Joe Brown In "Broad Minded"

Son Of Beloved Broadway Comedian Plays Part Of A Personally Conducted Rich Playboy

(Biography, May 15, 1931)

William Collier, Jr. who supports Joe E. Brown in "Broad Minded," the Warner Bros. comedy now at the Theatre is the son of the beloved Broadway comedian, Willie Collier, and had the advantage of four years stage training with his father before beginning his screen career.

William, Jr. was born and educated in New York City, graduating from St. de La Salle Academy. He is five feet ten inches in height, weighs one hundred and fifty pounds and has brown eyes and hair. He has been successful in pictures, among these in which he has appeared being "The Lion and the Mouse," "Beware of Bachelors," "Women They Talk About," "Hard Boiled Rose," "Little Caesar," "Reducing" and "Broad Minded."

Ona Munson Here In "Broad Minded" With Funny Joe E. Brown

Miss Munson, Broadway Musical Comedy Hit, Descendant Of Revolutionary Hero

(Biography, May 15, 1931)

Ona Munson, who is appearing at the Theatre in "Broad



When he opens his eyes he looks for girls! When he opens his mouth you'll look for laffs — and get plenty!

**Wilder!
Longer!!
Louder!!!**

with ONA MUNSON
WM. COLLIER, JR.
MARJORIE WHITE

THE FUN
BEGINS
TODAY

ORPHEUM
A FIRST NATIONAL &
VITAPHONE HIT

Cut No. 2 Cut 40c Mat 10c

Player Who Toured With Irving, Terry, Here In Comedy

Ham. Comer, Holmes Her-
ston, Thelma
and Bela I

(by 15, 1931)

ONA AND JOE TEAMED FOR THE THIRD TIME IN "BROAD MINDED"

(Advance Reader)

Joe E. Brown, now at the Theatre in First National's comedy, "Broad Minded" for the third time

is supported by vivacious Ona Munson. The two played together several years ago on the stage production of "Twinkle, Twinkle." For that reason Brown asked that Miss Munson play opposite him in the screening of "Going Wild."

Screen officials, in appreciation of their marvelous teamwork, chose them for the merry sequences of "Broad Minded." The picture is from an original story by Bert Kalmar and Harry Ruby. The cast includes William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee.

Mervyn Le Roy directed.

Star With Biggest Mouth Aided By Littlest Midget

(Current Reader)

The smallest man in the world has an amusing bit in Joe E. Brown's First National comedy, "Broad Minded" which is now at the Theatre. He is Johnny Winters, aged twenty-five, height three feet six inches, weight 60 pounds. Mervyn Le Roy directed. The supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, and Bela Lugosi.

Bela Lugosi, Holmes Herbert and George Grandee are also in the cast.

"Broad Minded" is delightful nonsense, the sort that is relished by the wisest men. Joe E. Brown's comedy will be relished by the whole family. Take them all and give them the time of their lives.

Lugosi Plays Romeo When Real Lover Is Suddenly Taken Ill

(Biography, May 15, 1931)

Bela Lugosi, who plays the temperamental Pancho in "Broad Minded," the Warner Bros. picture starring Joe E. Brown, now at the Theatre, is a native of Lugos, Hungary. He attended the Academy of Theatrical Art and his big moment came when the Romeo of a traveling theatrical troupe which visited his native town, fell ill, and Bela was given the chance to play the immortal lover of Juliet.

He first appeared on the screen in Hungary in 1915. He has been in pictures ever since, in Germany and America. He considers the title role of "Dracula," which he did on stage and screen, his best portrayal. He was also in "The Thirteenth Chair" and others.

Joe E. Brown Seeks Honor Of Becoming Multi-Lingual Star

(Advance Story)

Joe E. Brown, coming to the Theatre next in "Broad Minded," the First National comedy in which he is starred, says that it is his intention to become the most celebrated of international stars, speaking in all languages, including the Sanskrit.

His latest acquisition is Japanese, which is the strange tongue he uses with such apparent fluency in one of the sidesplitting sequences of "Broad Minded." He says he has already mastered Chinese and Russian, to be displayed in later fillums. He says he doesn't possess the biggest mouth in captivity for nothing—and that he backs it up with one of the cleverest cerebrums in the world. He says that in moments when he has doubted it, he has tried his stuff on his dog, and been reassured.

Those who support the star in "Broad Minded" are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Thelma Todd, Margaret Livingston, Grayce Hampton and George Grandee. The story is by those famous writers of Broadway musical comedy hits Kalmar and Ruby. Mervyn Le Roy directed.

Twinkle," "Manhattan Mary" and "Hold Everything."

She is under a long term contract with First National and has been featured by them with Joe E. Brown in "Going Wild" and "The Hot Heiress" with Ben Lyon.

Miss Munson was born in Portland, Oregon, on June 16th, 1908. She is a direct descendant of Oliver Wolcott, one of the signers of the Declaration of Independence. She was educated in Miss Catlin's private school in Portland, beginning her stage career in vaudeville and leaving it for musical comedy.

The beautiful actress is accomplished as a dancer, doing ballroom, tap and acrobatic with equal grace. She has traveled extensively and has a marked preference for Switzerland. Miss Munson plays tennis, swims and rides horseback. She is five feet two inches in height, weighs one hundred and eighteen pounds and has blue eyes and blonde hair. She is the wife of Eddie Buzzell, the comedian.

Miss Massachusetts In B.P.O.E. Contest Supports Joe Brown

(Biography, May 15, 1931)

Thelma Todd, who plays the part of Gertie Gardner in "Broad Minded" the Warner Bros. comedy starring Joe E. Brown, now at the Theatre, entered pictures as the result of a beauty contest conducted by the Elks. She was elected Miss Massachusetts, and "The Paramount School of Acting," scouting for members, gave her her first chance.

Previous to the contest she had been teaching school in Lawrence, Massachusetts, her native town, where she had graduated from the Normal School. Miss Todd is five feet four inches in height, weighs one hundred and twenty-two pounds and has blue-gray eyes and blonde hair.

Among her more recent pictures are "Hell's Angels," "House of Horror," "Trial Marriage," "Careers," "Naughty Baby," "Her Private Life," "A Woman of the World" and "Broad Minded."

LAST TWO DAYS!

JOE E. BROWN
"BROAD MINDED"
REXY

Main Cor. 9th St.

Cut No. 21 Cut 40c Mat 10c

COLISEUM

35c Until
One O'clock



See It—
JUST FOR FUN!

JOE E. BROWN
"BROAD MINDED"

Last Times
FRIDAY

Cut No. 18 Cut 40c Mat 10c

Brown As A Dame-Daffy

TEMPERAMENT OF THE TALKIE STARS IS REVEALED BY DRESSING ROOM VAGARIES

Brief Dissertation on the Dressing Room Of Joe E. Brown, Now At Theatre In "Broad Minded" And Of Other Warner-First National Stars

The personal likes and dislikes of the stars, as well as their idiosyncrasies is demonstrated in the dressing rooms they create. Joe E. Brown, now at the Theatre in "Broad Minded," the First National comedy, has a room as bare as the proverbial monk's cell. He hasn't a single electric horse, Indian club, punching bag or other form of exerciser.

DICK'S ROOM

Dick Barthelmess has a copy of that favorite camera portrait of D. W. Griffith, with the rolling fedora, suitably inscribed, "To Richard the Great." And hats: the pillbox hat he wore in "Broken Blossoms," the flying cap from "The Dawn Patrol," the cap from "The Patent Leather Kid," the snap brim hat from "The Finger Points," and the hat he actually wears; an old gray one that he bought in New Haven six years ago, the Bob Evans cap from "Shore Leave." Then there's the whip he used in "The Lash." A Ralph Barton caricature of Dick. The rifle and powder horn from "Tol'able David." A Royal Stowell pastelle. A set of boxing gloves and a silly picture of Clayton, Jackson and Durante.

DOUG, JR., HIS ROOM

Douglas Fairbanks, Jr., has a dressing room on wheels. It can be moved practically anywhere in the First National studios. It is simply furnished, and two guesses what young actress' photographs adorn the four walls.

DOLORES COSTELLO

Dolores Costello has a series of twelve cabinet size photographs of Dolores Ethel Mae Barrymore, taken each month during the infant's first year. She also has, by way of consolation, a couple of examples of the taxidermist's art, animals collected on trips with her husband... Incidentally for two years during her absence from the studios her dressing room was not occupied by any other star. It was kept locked.

DOROTHY MACKAILL

Dorothy Mackaill's dressing room is as near like the usual idea of a dressing room as can be. Lights around the mirrors, silver mounted brushes and combs and make-up boxes. Ash trays. Not enough chairs. Two large closets. A long Florentine leather cigarette box.

Frank Fay has a chaise lounge, some running water, and that's all he wants... John Barrymore has two large sea chests in which he keeps the creams, putties and paints of the make-up art, and speaking of art he has some of his own macabre drawings of odd animals and some caricatures of people whom he doesn't especially like.

Ben Lyon has a set of chest weights and a rowing machine which he also has in his home... George Arliss has a large autographed photograph of Booth Tarkington and a miniature case containing miniatures in color of himself and his wife, Florence Arliss.

Bebe Daniels has a collection of old theatre programs and old sabers, epees, foils, stilettoes, dirks—part of the important collection most of which is in her home. She also has many photographs of her husband, Ben Lyon, in various roles.

Edward G. Robinson has covered the walls of his dressing room with enlarged grotesque stills of himself from his most villainous stage and screen roles... Barbara Stanwyck has had her dressing room changed so frequently that it's hard to say just what is in it. Some studio wag once put a huge poster of Frank Fay in "God's Gift to Women" in her dressing room. She still suspects Frank Fay (her husband) of having done it himself.

"Broad Minded," Joe E. Brown's starring vehicle, now at the Theatre, includes in the cast Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi.

JOE E. BROWN IS CAPTAIN OF A BASEBALL TEAM

(Advance Reader)

Joe E. Brown, star of First National's "Broad Minded" which comes to the Theatre next is captain of the all-year-round Warner Brothers-First National baseball team which plays in the San Fernando Valley league in California. Joe keeps up his baseball as a diversion for he was once second baseman with the St. Paul-Americans and then with the New York Yankees with kidding on the side. "Broad Minded" was directed by Mervyn Le Roy.

Broadway Favorites Write Joe E. Brown Comedy Hit

(Current Reader)

Harry Ruby and Bert Kalmar are the co-authors of Joe E. Brown's latest First National starring vehicle "Broad Minded" which is now at the Theatre. They have collaborated on many plays and even popular songs. "Three Little Words" is one of their songs while they list among their play hits: "Animal Crackers," "Top Speed" and "Five O'Clock Girl." Mervyn Le Roy directed "Broad Minded."

WHO'S WHO

JOE E. BROWN — Screen in "Crooks Can't Win," "The Circus Kid," "Hit of the Show," "On With the Show," "Song of the West," "Sally," "Hold Everything," "Top Speed," "Maybe It's Love," "Going Wild" and "Broad Minded." Born in Holgate, Ohio.

ONA MUNSON—Broadway musical comedies and on the screen in "Going Wild," "The Hot Heiress" and "Broad Minded." Born in Portland, Oregon.

WILLIAM COLLIER, JR.—Screen in "Hard Boiled Rose," "Lummox," "Reducing," "Little Caesar," and "Broad Minded." Born in New York City.

MARJORIE WHITE — "Sunny Side Up," "Happy Days," "Golden Calf," "Fox Movietone Follies of 1930," "Just Imagine," "Oh, For a Man." Born in Winnipeg, Canada.

HOLMES HERBERT — Screen in "On Trial," "Gentlemen Prefer Blondes," "The Careless Age," "Her Private Life," "Madame X," "The Thirteenth Chair," "Untamed," "The Kiss," "The Ship from Shanghai," "Say It with Songs" and "Broad Minded." Born in Dublin.

MARGARET LIVINGSTON — Screen in "Havoc," "The Best People," "One Hour," "Wheels of Chance," "His Private Life," "Seven Keys to Baldpate," "The Canary Murder Case," "The Office Scandal," "The Last Warning" and "Broad Minded." Born in Salt Lake City, Utah.

GRAYCE HAMPTON—Stage with Irving and Terry. Screen in "The Bat Whispers" and "Broad Minded." Born in Devonshire, England.

BELA LUGOSI—Screen in "Dracula," "The Thirteenth Chair" and "Broad Minded." Born in Hungary.

Ona Munson Was Another Gus Edwards Discovery

(Current Reader)

Ona Munson who has the featured feminine role in Joe E. Brown's First National comedy, "Broad Minded" which is now at the Theatre was discovered by Gus Edwards when she was a child in dancing school in New York. Her second discovery came as a result of a Vitaphone short subject made for Warner Bros. She was immediately placed under a long term contract. "Broad Minded" was directed by Mervyn Le Roy.

MONROE

STARTS TODAY!



He's Goofy Over Girls

and one Austin 5 merely

Only girls he likes are brunettes, red-heads and blondes. Doesn't care a hang for the rest! And he can get further with an Austin than most fellows can with a Rolls Royce!

JOE E. BROWN
IN
BROAD MINDED

ONA MUNSON
WILLIAM COLLIER, JR.
MARJORIE WHITE

A FIRST NATIONAL & VITAPHONE HIT

Cut No. 3 Cut 60c Mat 15c

"Broad Minded" Scene Taken In Swanky Pasadena Inn

(Current Story)

One of the most famous American hotels, the Huntington in Pasadena, California was used as one of the locations for Joe E. Brown's newest starring vehicle "Broad Minded" the First National picture which is now playing at the Theatre.

The Huntington hotel is noted as being the stopping place of more millionaires on vacation than any other hotel in the country. Scores of plutocrats spend the winter months pluting there.

A poll taken of the hotel when the company first went on location there revealed a Dun & Bradstreet rating of more than a billion dollars for the millionaires who spent the day on the sidelines watching the motion picture company work. They were as thrilled at watching Joe E. Brown's antics as any youthful movie fan.

Beside Joe E. Brown, others in the cast of this clever comedy-romance include William Collier, Jr., Ona Munson, Marjorie White, Holmes Herbert, Thelma Todd, Margaret Livingston, Bela Lugosi, Grayce Hampton and George Grandee. Mervyn Le Roy directed.

Joe E. Has A Fancy For Seeing Himself As Others See Him

Joe E. Brown, Now At Strand Theatre In "Broad Minded" Is A Preview Hound

(Current Story)

Joe E. Brown who is starred in First National's slapstick comedy, romance "Broad Minded," now at the Theatre, is a preview fan. Hollywood producers, without announcing their intentions, take their newest pictures to a theatre and run them on the screen as a surprise to the audience in order to test the effect of the picture which is often not completely finished.

Joe takes in the previews of all his friends' pictures and attends every preview of his own films. Previews, he said, have a strange effect on him. "The nervousness is worse than a first night on Broadway," he says "and all I'm really doing is sitting in a comfortable seat watching myself. I always arrive at the theatre just before the preview and leave in haste immediately after it. I manage to get out before the audience because I know where the ending is. At one preview I couldn't do that because the

audience had already departed—but that wasn't 'Broad Minded.'

"Broad Minded" which is Joe's most sensational comedy success has a supporting cast including William Collier, Jr., Ona Munson, Marjorie White, Holmes Herbert, Bela Lugosi, Thelma Todd, Margaret Livingston, Grayce Hampton and George Grandee. Mervyn Le Roy directed.

CATCHLINES

JOE E. BROWN CUTS LOOSE IN AN AUSTIN!

LAFF COMBINATION HARD TO BEAT!

FORGET YOUR OWN TROUBLES LAFFING AT HIS!

FEAST OF FUN SERVED BY A GIRL-GOOFY GUY!

BROADSIDE OF BUFFOONERY BETTER THAN HIS BEST!

A BABY AUSTIN SPEED TEST WITH CUPID AT THE WHEEL!

JOE E. BROWN AS A DAME-DAFFY DUMB-BELL—HOW YOU'LL ROAR!

Dumb-bell—What A Laff!

NOT ALL COLLEGE ATHLETES PLAY FOOTBALL, SAYS JOE BROWN, GRAD OF "UNIVERSITY OF HARD KNOCKS"

Joe E. Brown, Now At Theatre in "Broad Minded," First National Comedy, Dilates On His Bush League Baseball Days

(Short Feature)

Joe E. Brown, now at the Theatre in "Broad Minded," the First National comedy, refutes the common opinion that all college athletes punt the pigskin and that the only universities are those on the educational roster.

"My alma mater was the good old University of Hard Knocks and my major was the grand and glorious game of Christy Mathewson and Babe Ruth. Of course, I wasn't in their class exactly but I played around a lot as an amateur, a semi-professional and even a professional—doing the slide-Kelly-slide on every diamond around my old home town of Toledo, Ohio.

"I eventually landed with the St. Yaul team of the Americans—clowning more than clouting—and then the Yankees took me on—and I did a sort of Altroek and Schank act for the amusement of the fans—baseball is my game which doesn't mean that I don't go goofy with the rest over the game that was glorified by Knute Rockne.

"One of the most interesting young athletes I know is Douglas Gilmore whom I met here on the First National lot. He is a Notre Dame man who played football there but, oddly enough, never got beyond his dormitory team. 'Whenever I wear my sweater and people notice the ND they assume that I was a football player,' Gilmore told me. 'They forget that Notre Dame has good basketball and baseball teams that beat the best in Western conferences. They have good fencing and golf, too, pretty fair tennis and swell boxing. Pretty good swimming, too. At the public level is widely interested in those teams. We can't all play football, not all of us want to, and it's better to participate in a sport you like and are proficient in, than to break your neck trying to make a football player of yourself merely to get some fame—'

Joe E. Brown has other reasons for fame beside his baseball prowess. He was first of all a trapeze man, a member of the Five Ashtons that toured the country for years. He made 'em howl with his antics on the vaudeville and musical comedy stage—and last of all he won the talkie fans in such films as "Sally," "Hold Everything," "Top Speed," "Maybe It's Love," "Going Wild" and last and most uproarious of all, "Broad Minded."

Joe E. is supported in "Broad Minded" by Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee. The comedy is from an original story by Bert Kalmar and Harry Ruby. Mervyn Le Roy directed.

"Broad Minded" Crew Go Into Huddle-Hunt For The Elusive Gag

(Current Story)

An unique contest was staged at First National studios in search for the funniest things that could happen at a grownups' baby party for use in Joe E. Brown's starring vehicle "Broad Minded," which Mervyn Le Roy directed and which is now at the Theatre.

With many perfectly good ideas to start with, Le Roy asked for suggestions from the cast and the writers at the studio and from them chose the most original and amusing.

And this is the reason the baby party sequence has proved to be one of the funniest sequences in Joe E. Brown's funniest picture.

The cast supporting the star includes William Collier Jr., Ona Munson, Marjorie White, Holmes Herbert, Thelma Todd, Margaret Livingston, Grayce Hampton, Bela Lugosi and George Grandee.

Joe E. Brown Startles Film Colony By Speaking Jap

(Current Reader)

Hollywood screen players, in these days of talking pictures, brag a lot about the gift of tongues, but Joe E. Brown speaks Japanese—at least Joe calls it that—in a side-splitting sequence of his latest First National starring vehicle, "Broad Minded" which is now at the Theatre.

"Broad Minded" was directed by Mervyn Le Roy with a supporting cast including Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi.



WOMEN
WOMEN
EVERY-
WHERE
!
BUT NOT
A ONE
TO
KISS
!

HE cries for them
—sighs for
them — willing to
die for them until
one girl gives him
the chance! Here's
your chance to for-
get your troubles
laughing at his!
He's wilder—
crazier — funnier
than ever!

A FIRST NATIONAL
& VITAPHONE
HIT

JOE E.
BROWN
in
BROAD
MINDED
—with—
ONA MUNSON
WILLIAM COLLIER
MARJORIE WHITE
STRAND

Cut No. 1 Cut 40c Mat 10c

Says Self Assurance Is Best Asset For Young Player

Joe E. Brown now at the Theatre in "Broad Minded," his most hysterical laugh-hit—a First National production — when asked what he considered the most valuable asset for a young player, answered without hesitation, "Self Assurance!"

Joe, who began his theatrical career as an acrobat, went on to say "I remember once at the very top of a pyramid of the 'Five Marvellous Ashtons' I lost assurance, fell and broke my leg. If I had kept the certainty in myself, it wouldn't have happened."

"I am sure that is the reason for what success I have had in pictures. I went into them heart and soul. When I had completely sold myself on myself, things began to come my way!"

"Broad Minded" features Ona Munson and William Collier, Jr. Mervyn Le Roy directed.

SALT LAKE BEAUTY SUPPORTS J. BROWN IN "BROAD MINDED"

(Biography, May 15, 1931)

Margaret Livingston, who is cast as a modern jazz girl in "Broad Minded," the Warner Bros. comedy starring Joe E. Brown, now at the Theatre, was born and educated in her home town and went to Hollywood without stage training, took a chance, and soon found herself playing with Thomas H. Ince in such pictures as "Lying Lips," "Wandering Husbands," and "House of a Thousand Candles."

She was for two years under contract with another company and since that time has been successful at free lancing. Among her later pictures are "One Hour," "Wheel of Chance," "Seven Keys to Baldpate," "The Canary Murder Case," "The Office Scandal," "The Last Warning" and "Broad Minded."

Miss Livingston is five feet three inches tall, weighs one hundred and sixteen pounds and has blue eyes and red-brown hair. She is of the athletic type, her favorite activities being tennis and swimming.

SIGNS DOTTED LINE AS COMEDY GAG

Joe E. Brown, now at the Theatre as the star of the First National comedy, "Broad Minded," replied, when asked whether he was satisfied with his new contract "Well, I got just about what I wanted eventually."

"After I had signed on the dotted line the big boss said 'Satisfied, Joe?' I said I was. 'Got everything in it you wanted in it?' he asked again. I said I had. 'Well then boys, said the big boss, 'Meet the greatest comedian on earth!'"

Featured in support of Joe E. Brown are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee. Mervyn Le Roy directed.

"Broad Minded" Star Has Ten Close Clips in Film

(Current Reader)

Joe E. Brown, star of First National's "Broad Minded" which is now at the Theatre, was forced to get ten haircuts during the production of the film to keep his hair the same length in all scenes, which were not shot in the exact sequence in which they appear on the screen. Mervyn Le Roy directed "Broad Minded" while the supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi. Mervyn Le Roy directed.

Director Shoots Two Sequences In One Shot In Gay 'Broad Minded'

(Current Story)

Shooting two sets at once with the same players was one of the new ideas used by Mervyn Le Roy in filming Joe E. Brown's new First National starring vehicle, "Broad Minded" now at the Theatre.

In this way the scene builds up to a natural climax which heightens the comic effect. It starts in a hotel room. Several cameras are trained on the players in the ordinary way. Then the players leave the room.

In the hallway are other cameras which pick up the players the moment they leave the inner room. Meanwhile the cameras inside are shut off. Additional action takes place in the hall, then there is a quick exit down the hall. All but one camera are shut off and that camera mounted on a perambulator follows the players down the hall. The effect has been to eliminate the slightest suggestion of jerkiness and gives a complete scene built up to a climax which is a great necessity, especially in comedy.

The cast supporting Joe E. Brown includes Ona Munson, William Collier Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee.

JOE TRIES OUT HIS WIT ON HIS TERRIER

(Advance Reader)

Joe E. Brown used to try out his lines for stage plays "on the dog," which in stage parlance means a try-out in a small town, but on the screen it is different, once a line is recorded it can't be changed without great difficulty. Joe says that he still tries 'em out on the dog, literally—on his own dog—who is a sensitive creature, reacting to his moods easily. Joe's latest starring vehicle for First National is "Broad Minded" which comes to the Theatre next. Mervyn Le Roy directed.

Two-Time Discovery Marks Rise To Fame Of Fair Ona Munson

Miss Munson Supports Joe E. Brown In "Broad Minded," First National Comedy, Now at Theatre.

(Advance Story)

Ona Munson, who is playing the feminine lead opposite Joe E. Brown in his First National starring vehicle "Broad Minded," coming to the Theatre next, has been twice discovered.

She was only eight when she wrote to a stage producer in New York and offered to take the Helen Hayes role in "Daddy Long Legs." She got no answer. Ona was in her teens when her mother brought her from Portland, Oregon, to New York and she started dancing under the famous Tarasoff. Six months later Gus Edwards, in search of a child for one of his revues, discovered her and while with him she received an offer from George White to under-study Ann Pennington.

Her stage career was clear sailing from that time on and she played in many musical shows on Broadway, as a specialty dancer and singer among them. She being in "Manhattan Mary," "No, No, Nanette," "Tip-Toes," "Twinkle, Twinkle"—with Joe E. Brown—and "Hold Everything."

Talking pictures had been in for two years and Miss Munson had never considered the possibility of playing in them until one day First National officials approached her and asked her to make a Vitaphone short subject. This was her second discovery and she was rushed to Hollywood for the feminine lead in "Going Wild" with Joe E. Brown. A long term contract, with the promise that she was being groomed for stardom, followed.

"Broad Minded" is a mad comedy in which Joe E. Brown serves as the guardian of William Collier, Jr., a girl-crazy young man. The others in the supporting cast are Marjorie White, Holmes Herbert, Bela Lugosi, Thelma Todd, Grace Hampton, George Grandee and Margaret Livingston. Mervyn Le Roy directed.

Ona Munson was never more delightful than as Constance in "Broad Minded."

FEAST OF FUN AND ROMANCE!



JOE E.
BROWN
in
BROAD
MINDED
Wilder than "Going Wild."
Crazier than "Sit Tight." A
laff-combination hard to beat!
with
ONA MUNSON
WM. COLLIER, JR.
MARJORIE WHITE
STRAND

Cut No. 8 Cut 20c Mat 5c

Girls, Gags & Guffaws

BROADWAY PLAYWRIGHTS OFFER SOME VALUABLE ADVICE TO THOSE WHO ARE ANXIOUS TO WRITE SELLABLE COMEDY

Kalmar and Ruby, Author of "Broad Minded" the First National Comedy Success, Starring Joe E. Brown, Now at the Theatre, Give Some of Their Recipes for Making the Public Laugh

(Biographical Feature)

Kalmar and Ruby, authors of "Broad Minded," the First National comedy now at the Theatre, starring Joe E. Brown—have the right to speak with authority, for among their comedy successes are "The Ramblers," "Animal Crackers," "Five O'Clock Girl," "Good Boy" and "Top Speed."

Kalmar and Ruby have been together for many years as a writing team and feel that there is no way of writing so effective as collaboration. Their theory is that no man, especially in the comedy field, can think of all the best comedy gags to fit a story, but that two can squeeze the last laugh from a story. They have proved it time and time again.

When they started out in the writing field, nearly twenty years ago, they had never met. Each had a partner, and each was writing sketches and popular songs.

Kalmar was a dancer and actor, but left the stage to go into the song publishing business. Among the various people he hired to work for him was a pianist called Harry Ruby. Ruby had ambitions to write a popular song that would put him on easy street. Each soon realized that the other would make a good collaborator so they worked together a la Gilbert and Sullivan on vaudeville skits, musical comedies and plays. They have been together fifteen years now and each considers the other a perfect complement to his own talent.

In New York they soon became recognized as leading comedy writers because they had discovered the to apply them. All the stage hits mentioned above have been screened. Furthermore they have written many popular songs, a recent hit being "Three Little Words" which has sold almost a million copies.

When an inventor hits on a scheme of some sort he patents it so no one else can use it. Most screen writers and authors of all sorts are loath to discuss the method of their work, but Ruby and Kalmar don't believe in keeping this a secret. They figure that it won't hurt them and may help others.

"The first thing in writing a story for a comedian such as Joe E. Brown," said Ruby, "is to find a subject which has a strictly comedy premise. For example in 'Broad Minded' the premise is this: a young man who is always in trouble with women is put under the guardianship of another young man who also likes the ladies, and sent west to reform. There is no heavy drama involved in that idea; it is a comedy premise. Joe E. Brown's role is that of the guardian.

"It is important always to have a romance or so. But the principal love characters must be treated seriously and must be related to the comedian in such a way as to have the comedian get into complications which involve the serious members of the cast. These complications into which the comedian unwittingly plunges himself and the other members of the cast furnish many of the comedy ideas at which an audience laughs.

"It is important to create sympathy for the comedian. Careless handling of the story will make him appear to be a fool, while in the best comedy, he must simply be the unwitting victim of circumstances, which he started in motion with the best of intentions, but which miscarried or back-fired, are the best.

"So much for the part of comedy-writing that has to do with the plot and is called situation comedy. This background is dressed up with minor gags that are mirth-provoking. These gags are rather well-known. Such things as a dignified person slipping on ice or being tripped or in some other way having his dignity upset, is always funny to an audience. There are literally millions of these

Young Director Triumphs In Melodrama Or Comedy

(Current Reader)

The difficult switch from the directing of a tense melodrama to an uproarious farce was made by Mervyn Le Roy when he did "Broad Minded" starring Joe E. Brown which is now at the Theatre. His previous picture was the tremendous melodramatic success "Little Caesar." The supporting cast in his latest First National picture includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, and Bela Lugosi.

STAR CHIEF ROOTER FOR THE "WILDCATS"

(Current Reader)

Joe E. Brown, now at the Theatre in "Broad Minded," the First National picture in which he is starred, was for a time in professional baseball with the New York Yankees and St. Paul, of the American Association, is still a rabid fan. He recently sponsored a semi-pro team at San Fernando, Calif., buying them suits and regularly paying the expenses. They are known as "Joe E. Brown's Wildcats," the comedian spends practically every Sunday during the summer raising the Brown voice in the rooting section.

Joe, Ona, Twinkle Together On Stage Before Screen Hit

Joe E. Brown and Ona Munson Now At Theatre In Gay Comedy Romance

(Current Story)

Although "Broad Minded," now at the Theatre, marks Ona Munson's second feminine lead in a First National picture starring Joe E. Brown, it is the third time they have appeared together.

Several years ago, before either Mr. Brown or Miss Munson had even considered the possibilities of a screen career they were both in the Broadway musical show, "Twinkle, Twinkle." Brown was the featured comedian and Miss Munson was the featured dancer and singer.

"Twinkle, Twinkle" was Joe E. Brown's last stage effort before a motion picture offer was made him. He achieved screen stardom after playing featured roles in only five pictures.

Miss Munson stayed on for another season and then made a Vitaphone short subject. First National officials immediately offered her a contract and she rushed to Hollywood to play the feminine lead in Joe E. Brown's "Going Wild." Then she played opposite Ben Lyon in "The Hot Heiress" and now is in "Broad Minded" with Joe E. Brown.

Mervyn Le Roy directed while the supporting cast, in this rollicking tale includes, William Collier, Jr., Marjorie White, Holmes Herbert, Bela Lugosi, Thelma Todd, Margaret Livingston, Grayce Hampton, and George Grandee. Mervyn Le Roy directed.



"Oh Girls!"

If you want to be loved in the worst way—come on over!

If you want to laugh in the best—get a load of this wild-Joe-E-ride! It's a laffslide of fun and romance that makes the thousand and one Austin gags merely comparison!

JOE E. BROWN

IN

BROAD MINDED

WITH

ONA MUNSON
WILLIAM COLLIER, JR.
MARJORIE WHITE

STARTS THURS. ORPHEUM A First National Vitaphone Hit

Cut No. 6 Cut 60c Mat 15c

minor gags that can be built into a story. The reason many comedies fail to amuse is because the minor gags are so threadbare that everyone is acquainted with them beforehand or else they don't fit the story. Kalmar and I always spend a great deal of time being sure these smaller gags are in keeping with the story and are new. There is no excuse for using old gags."

A screen comedy, the authors of many stage hits declare, can be much funnier than the funniest of stage comedies for the simple reason that on the screen many gags can actually be shown that on the stage would have to be described. As an example the stage cannot use gags about an auto in heavy traffic or an airplane making a nose dive. These can be shown on the screen."

Another important warning advanced by the authors is against the use of topical gags based on some current event, because every other comedian will think of it, too, and in motion pictures where a screen

STAGE PARTNERS MEET AGAIN IN THE TALKIES

(Current Reader)

Joe E. Brown's last big stage starring vehicle, "Twinkle, Twinkle" had as a specialty dancer and singer, Ona Munson, who is playing his feminine lead on the screen in "Broad Minded," the First National's comedy which is now at the Theatre. Mervyn Le Roy directed "Broad Minded" while the supporting cast includes William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi.

play is shown in the theatres several months after it is made, the topical smart crack or gag will probably no longer be funny.

"Broad Minded" stars Joe E. Brown with a supporting cast including such well known players as Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd.

Joe Brown Uncrowned Speed King Of The Cinema Capital

(Current Story)

Joe E. Brown, star of "Broad Minded," the First National comedy, now at the Theatre, is not only the speediest comedian in the business but lays claim to the title of the speed king of Hollywood.

He is the owner of a high-powered imported motor car, which cost him not a few grand—a speed-boat—and an airplane—and this is not counting the fast playing members of his ball team—which he himself christened "The Wildcats."

Others in the cast of "Broad Minded" are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee. Mervyn Le Roy directed. The play is by Kalmar and Ruby.

Child Wonder Becomes Girl Wonder - But Not For The Same Reason

(Current Reader)

Marjorie White, late of "Lady Fingers," the popular Broadway success of which she was a star, and currently appearing in Joe E. Brown's new starring vehicle, "Broad Minded" at the Theatre, made her first professional stage appearance at the age of four years. She toured the country as a singer at that age, accompanied by her parents and a tutor, and won quite a bit of renown for herself. Her praises were sung from all sides heralding her as a child wonder and predicting for her a sensational future in opera.

Little Marjorie, however, as soon as she was old enough to decide things for herself, let it be known to whomsoever would listen, that there would be no opera singer by the name of Marjorie White. Her idea of a career, less important though it might be in the eyes of the world, was that of a singer, dancer—to make people laugh rather than cry.

Some time later, despite vigorous parental protests, she joined an act in vaudeville in just that capacity—singing, dancing and making people laugh. So, after all these years we find a beautiful blonde Marjorie White in the leading feminine comedy role in "Broad Minded"—not singing—not dancing—but making people laugh.

In addition to Joe E. Brown and Marjorie White, William Collier, Jr., Margaret Livingston, Ona Munson, Thelma Todd and Bela Lugosi, the latter will be remembered for his sensational role as "Dracula" in the picture of that name, are included in the cast of "Broad Minded." Mervyn LeRoy, director of "Little Caesar" wielded the megaphone.

"Broad Minded" is scheduled to play the entire week.



JOE E. BROWN

BROAD MINDED

Cut No. 10 Cut 20c Mat 5c

—Play 'em Up Strong!

Star Gave Up Films When She Saw Her First Picture

Ona Munson, Supporting Joe E. Brown in "Broad Minded" Now At Theatre, Came Back Again.

(Current Story)

Hollywood, Calif.—Ona Munson, now at the Theatre in support of Joe E. Brown in "Broad Minded," a First National picture, sat through a preview of her first motion picture, and when it had ended she got up and walked out of the movies forever. Anyhow that was her idea. Ladies have been known to change their minds.

The picture was a Vitaphone two-reeler called "The Collegiate Lover," in which Miss Munson appeared with Harry Rosenthal, who had something to do with "June Moon," and Roger Pryor, who has nothing to do with his father's great big band.

Miss Munson recalls that she played the part of a campus beauty who was in love with a boy who ran the college tailor shop. She used her wiles to get him more business. Something like that, she thinks it was her wiles.

The film was, as has been hinted, her maiden effort in the cinema, and she was all a-twitter to see the preview. She caught it in New York and formed her own unflattering opinion of herself.

In due course the film was packed off to the Coast and was viewed by the powers that be in Burbank, Calif., where First National has its studios. The studio officials had a good look at the picture. Then they went into consultation, and amid a chorus of emphatic yesses (a word not new to the industry), a telegram was dispatched to Miss Munson. Would she, the producers wanted to know, entertain the notion of writing her name on the line of dots at the bottom of the document which was being sent by air mail.

Before you could spell Popocatepetl the contract had arrived, and was signed, sealed and delivered by Miss Munson, before a notary public whose commission has not yet expired. She did change her mind, you see.

The pretty lady with the ex-inferiority complex gives a good account of herself in the Joe E. Brown comedy. Others in the cast of "Broad Minded" are William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee. The story is by Bert Kalmar and Harry Ruby. Mervyn Leroy directed.

In "Broad Minded" she plays the part of Constance, the pretty lady, met by the gallivanders in the Baby Austin, whose charms make the rich young man forget all former vows—and his guardian, played by Joe E. Brown—decide that he has been wrongly cast as a reformer.

FOR LAFFIN' OUT LOUD
LOOK WHO'S
HERE!



A FIRST NATIONAL & VITAPHONE HIT
Cut No. 4 Cut 40c Mat 10c

Girl-Crazy Antics Of "Broad Minded" Click With Crowd

Joe E. Brown Supported By Ona Munson in First National comedy, at Theatre.

(Current Story)

Being a star in comedies since First National's "Broad Minded," the First National comedy now at the Theatre, is no unmixed blessing, according to Joe E. Brown who figures that he did more strange things in this picture than in all previous ones put together. For one thing he got a bad sunburn from running around in his shorts under the intense heat of the electric lights—he had to participate in an auto crash when he drove an Austin into a truck—his taste for chile and beans and tamales also received a serious set-back when he spent a whole day eating the hot Spanish dishes on account of retakes.

But he so thoroughly enjoyed the Baby Party in the picture that he gave one recently for his friends, in which he wore a dress and bonnet and rode in a baby carriage, drinking from a nursing bottle.

Mervyn LeRoy directed "Broad Minded." The supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee.

The story, which concerns the adventures of two girl-crazy young men, was written by the famous team of playwrights, Harry Ruby and Bert Kalmar.

Joe's Boys Want To Be Babe Ruths When They Get To Be Big

Sons of Joe E. Brown, Star of "Broad Minded," First National Comedy Now at Theatre, Are Aided In Their Ambition by Pa.

"Broad Minded," the First National comedy now at the Theatre has two boys aged fifteen and thirteen—boys after his own heart—for they spend every minute not required for school and home work—on the diamond—pitching, or swatting or trying to outdo Babe Ruth in the number of home runs they make.

The boys are especially proud that their dad is captain of the Joe E. Brown "Wildcats"—and that he can send forth a wicked war-ery than all the rooters put in one. The boys have suits like those of the players, Joe including their togs in the outfits he got for his pet team.

The lads like their father to tell them about the days when he was an acrobat, and took the wallopings for anything or nothing at all, but he grows reminiscent on the subject only when he is reassured that the kiddies will not try to get into that game. He is quite willing that they follow the good old game of baseball, however.

"Broad Minded," includes in its cast Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, Bela Lugosi and George Grandee. The play was written by Kalmar and Ruby who have done many Broadway musical shows. Mervyn Le Roy directed.

DAD OF YEAR-OLD BABY IS IN BABY PARADE

(Advance Reader)

One of the scenes in "Broad Minded," the First National comedy, which comes to the Theatre next, presents the broad-mouthed star, Joe E. Brown, as a bawling baby in a go-cart, who is kissed to the point of suffocation by the pretty ladies of the cast, who appear as small tots. The ladies in question are Ona Munson, Marjorie White, Margaret Livingston, Thelma Todd and others. "Broad Minded" is acknowledged to be Joe's funniest. Mervyn Le Roy directed.

Scotch Terrier Joins Dramatic Critics, Says Joe E.

Joe E. Brown, now to be seen at the Theatre, as the star of "Broad Minded," the First National comedy, is the possessor of a Scotch terrier, appropriately named, Sandy. It is on the said dog Sandy, that Joe E. claims to try out his comedy stuff.

"It's really remarkable," says Joe "how sensitive Sandy is. When I read lines to him I know at once how good or how bad I am. If he sits and cocks an ear, I know he is mildly interested. If he barks he is amused. If he yelps and scampers around the room I know I'm going over big. If I am doing a love scene, and he licks my hand I am sure I am well on the way to becoming the world's worst lover—and when it's a fight and he goes to his corner and lies down—I throw out my chest—and feel like a second Dempsey!"

Joe E. Brown is supported in "Broad Minded," his funniest picture—by Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Thelma Todd, Margaret Livingston, Grayce Hampton, Bela Lugosi and George Grandee. Mervyn Le Roy directed.

Joe E. Brown Regrets Lack Of Resemblance To Baby

(Current Reader)

Joe E. Brown, star of First National's "Broad Minded" which is now at the Theatre became the proud papa of a baby last fall. Joe Brown's look more like him. Mervyn Le Roy directed "Broad Minded" while the supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi.



JOE E. BROWN
in his biggest laughing broadside! Better than his best!
BROAD MINDED
WITH
ONA MUNSON
WM. COLLIER, JR.
A FIRST NATIONAL VITAPHONE HIT
Cut No. 5 Cut 20c Mat 5c

You'll Like The Folks At The Strand Theatre They're Broad-Minded

Joe E. Brown and His Merry Troup in "Broad Minded" Will Pep You Up

(Current Story)

Joe E. Brown adds new laurels to his record as the screen's funniest actor in his new First National starring vehicle "Broad Minded," now at the Theatre.

Joe is a one-man laugh riot from the beginning of the picture to the end. There is never a dull moment in the melange of mirth. Kalmar and Ruby have written around him. He's just a well-meaning young man with a terrific capacity for misfortune. Whatever he does, or tries to do, seems to jump back and bite him.

One of the most prolific of the comedy stars, Joe has appeared in a good share of the comedy hits of the past season and his last laugh vehicle is his best.

William Collier, Jr. plays a comparatively straight part serving as a foil to Joe's talents in the laugh-provoking sphere. Ona Munson charmingly supplies the other half of the serious romantic interest.

Marjorie White gives an amusing portrayal as Joe's sweetheart, being one of those gay little misses that no one can resist. Margaret Livingston plays a vamp role that is jammed with comic possibilities of which she takes full advantage. More beauty is supplied by Thelma Todd while Grayce Hampton as the aunt is delightfully funny. Bela Lugosi, a comic villain is irresistible.

Mervyn LeRoy has turned out a cleverly adapted original story by Kalmar and Ruby.

Man Who Was Dracula On Stage And Screen Is In "Broad Minded"

(Current Story)

Bela Lugosi, who created such a sensation in the blood-curdling title role of "Dracula" on both stage and screen, makes much of the part of a fire-eating Spaniard in "Broad Minded," the First National comedy starring Joe E. Brown, now at the Theatre.

Mr. Lugosi's marvelous impersonation of the demon known as the undead, who emerges from his coffin-bed at dead of night, to pursue and drink the blood of maidens makes him one of best known portrayals of the macabre—and yet he fits marvelously into the uproarious sequences on "Broad Minded"—showing his versatility and ability to suit his manner to the mood.

Others in support of Joe E. Brown are Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and George Grandee. Mervyn Le Roy directed.

Broad Minded Director Has Laugh-It-Out Rehearsals

(Current Reader)

So much trouble was encountered by Director Mervyn Le Roy during the production of First National's "Broad Minded" now at the Theatre when members of the crew spoiled shots by laughing at the gags that a special rehearsal was staged for them to take the edge off their risibilities before the scene was shot. Joe E. Brown is the star of the picture while the supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton, and Bela Lugosi. Mervyn Le Roy directed.

OFFICIAL BILLING

First National Pictures, Inc.	25%
presents	
JOE E. BROWN	100%
in	
"BROAD MINDED"	75%
with	
Ona Munson	40%
William Collier, Jr.	40%
Marjorie White	40%
Story by Bert Kalmar and Harry Ruby	5%
Directed by Mervyn LeRoy	20%
A First National and Vitaphone Picture	25%

There's Pep in the Trailer

ONA MUNSON TELLS WHAT IS APT TO HAPPEN IF THE BRIDE HAS TOO MUCH MONEY AND THE GROOM TOO LITTLE

Miss Munson, Supporting Joe E. Brown In "Broad Minded," First National Picture, Now At The Theatre, Philosophizes

By WILTON CHALMERS
(Interesting Feature)

Hollywood, Calif. — Ona Munson, now at the Theatre in support of Joe E. Brown in "Broad Minded," the First National comedy starring Joe E. Brown, which comes to the Theatre next, is that in which he and his buddy are overturned as they bulge from the miniature car in which they are escaping to the West to avoid the ladies. William Collier, Jr. is the young philanderer whose future is in the hands of Joe. The ladies include Ona Munson, Marjorie White, Margaret Livingston, Thelma Todd and others, Mervyn Le Roy directed. Good for 1001 laughs.

And all because of a role she played in "The Hot Heiress"—her last picture before "Broad Minded." As the rich young girl involved in a romantic complication with a poor but — we were going to say honest, but stopped in time—riveter, Ona speculated on the problem of love when the woman in the case has too much money, and the man in the case is traveling light with ambition and a lowly job or none at all.

I ambled up the other day to the First National studio to interview Miss Munson on this theme, keeping in mind that timeliness is one of the journalistic virtues. Miss Munson, you know, is one of the stage stars who have gone Hollywood—and liked the going.

"I'm here to get your views on money, Miss Munson?" I began, with a quasi-tyrannical air.

"Shall I begin by showing you my bank account?" answered Ona, her light blue eyes twinkling.

"No, but I'll ask you a question, and you've got to answer it seriously." — and then tell me if I go to the head of the class."

"The question is, is money everything?"

Miss Munson twirled her fingers—several of them anyway, if strict accuracy be demanded. She gave the question due consideration for several minutes, and I could see that she was willing to give the interview a serious tone.

"You know," she began, "until I started work in 'The Hot Heiress' I never gave the question any thought. But as soon as I got interested in the script, I couldn't but wonder about the chances a rich unmarried girl would have of finding happiness, if her heart went out to a poor man. Part of me, the emotional part, felt the girl and the lad could make a go of it; the other and more rational side of me wondered.

"Money is everything if you haven't got it," Miss Munson continued, "and it's nothing, if you have. The rich may worry about their wealth, but it's nothing like the worry of the poor. Shaw somewhere says that poverty is the only crime, but of course he didn't mean it was the crime of the poor—of society, rather.

"The point of the whole issue is that a woman who moves in a high social stratum and then marries a poor man, must sacrifice the set in which she has moved all her life. Her set won't have anything to do with her. In spite of the fact that we speak of America as a democracy, we have a certain caste system pretty well stratified. Not as fixed, of course, as the British scheme, nor as tyrannical as the Hindu castes, but they're all the same. The heiresses we read about who marry their chauffeurs, simply fade out of the social picture; their names may still be read in the Social Register, but they aren't invited to the swell functions."

Didn't she think that all this social business was irrelevant—that the thing that counted was the affection between the rich girl and the poor man?

Miss Munson gave the question proper consideration.

"Yes, and a decent girl won't let

Joe E. Brown Wrecked With Pal In Baby Austin

(Advance Reader)

One of the most hilarious scenes in "Broad Minded," the First National comedy starring Joe E. Brown, which comes to the Theatre next, is that in which he and his buddy are overturned as they bulge from the miniature car in which they are escaping to the West to avoid the ladies. William Collier, Jr. is the young philanderer whose future is in the hands of Joe. The ladies include Ona Munson, Marjorie White, Margaret Livingston, Thelma Todd and others, Mervyn Le Roy directed. Good for 1001 laughs.

"BROAD MINDED" STAR IS RABID PREVIEW STAR

(Current Reader)

Joe E. Brown, who is the star of First National's "Broad Minded" which is now at the Theatre, is a preview fan. He attends every preview, or tryout of his pictures, when they are shown unexpectedly to audiences of Southern California, in order to test the comedy situations. Mervyn Le Roy directed "Broad Minded," while the supporting cast includes Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and Bela Lugosi.

Young Director Says It's Not So Far From Laughter To Tragedy

Mervyn Le Roy Who Directed "Broad Minded" Now At Theatre, Also Directed Grim "Little Caesar"

(Current Story)

It takes a stretch of the imagination to conceive two pictures more divergent in thought than "Broad Minded" the First National comedy starring Joe E. Brown, now at the Theatre — and "Little Caesar" starring Edward G. Robinson. Yet the same young man, Mervyn Le Roy, directed both with consummate skill.

"A motion picture," Le Roy remarked eagerly, "whether it is called comedy, drama or melodrama, the principals of construction are the same.

"In a melodrama a man comes home to find his wife shot—in a drama she may be sick—in a comedy she may be taking setting-up exercises to the radio in order to give him a proper workout. There is a certain similarity, yet a difference, just as every scene in a picture is different from all the others that make up the photoplay.

"In a drama a man hurrying to catch a train is held up by a traffic jam — in a comedy he trips on his shoelace or a cop takes after him for jay-walking. But underneath there is no difference.

"And that is why," concluded Mr. Le Roy, "That a director can switch from comedy to tragedy and make both types of pictures with equal success." Mr. Le Roy can.

"Broad Minded" is a madcap comedy of a youthful woman-chaser and his timid guardian. The supporting cast includes William Collier, Jr., Ona Munson, Marjorie White, Holmes Herbert, Bela Lugosi, Thelma Todd, Margaret Livingston, Grayce Hampton and George Grandee.

That Mr. Le Roy knows his comedy as well as the more tragic moods — is proved by "Broad Minded," which is acclaimed as the most amusing laughing vehicle Joe E. Brown has had to date.

He's Got a Heart Big as a Hotel!



Room enough for everybody! But when he tries to pack his whole blonde harem into one toy Austin—watch the fun! Get the laffs with

JOE E. BROWN IN BROAD MINDED

with ONA MUNSON WILLIAM COLLIER, JR.



WINTER GARDEN

A WARNER BROS. & VITAPHONE HIT

Cut No. 9 Cut 60c Mat 15c

social snobbery prevent her from making the proper marriage—the marriage which may be thought improper by her friends and relations. But just look at several of the facets in the problem. It's romantic, delightfully so. But consider the poor fellow. When anything goes wrong—and I hear something always does, sometime or other, in marriage—the woman has him in her power. A simple taunt and he is stung to the quick. She can always remind him of how much she has given up to marry him, the set she might be consorting with if she had not been so foolish. And what can the husband say? Either drive the hussy out of his life, tell her she can't have and eat her cake, at the same time, or else wait for the storm to pass.

"The hero of 'The Hot Heiress' had a different solution. He's got his wits about him, and after seeing the set in which his sweetheart moves, he decides that oil and water don't mix. He sees far ahead, and won't let his future wife quote her income to him as against the forty or fifty dollars he brings home each week. So he gives the heiress her choice and tells her he'll marry her only on condition that she lives on his wages. She agrees, though back in her brain is the proviso that when she has her fish properly hooked, there will be time enough to discuss the advisability of letting so much lucre—filthy though the poet calls it—go to waste, when they could be having so much good fun spending it."

"In 'Broad Minded,' I am placed in something of the same predicament, only that objections come from my aunt because the young man I want to marry is something of a waster—and that is another story—though I believe that love is

ORIGIN OF NAMES IS INTERESTING, JOE E. HAS A COLOR-NAME

(Current Story)

Names of people are divided into classes — as the craft-names, such as Smith, Tailor, Shoemaker, Farmer — and names which indicate the places from which the family hails as, Ireland, London, and so on.

Another class of names comes from the colors—we remember Hetty Green, General Nathaniel Greene, Stewart Edward White, the American writer and William Black the Scotch novelist.

The famous clown of the talkies, now at the Theatre in the First National comedy, "Broad Minded" — evidently belongs to the latter class for his name is Joe E. Brown. Red might have been a more appropriate name for the wide-mouthed comic, for no one is more capable of painting a town that color than he.

"Broad Minded" is his funniest by all reports. Ona Munson and William Collier, Jr. are featured with many others in the cast. Mervyn Le Roy directed.

the only solution of anything—if there is such a thing."

"Broad Minded," in which Ona Munson supports the uproarious Joe E. Brown, now at the Theatre, was written by Bert Kalmar and Harry Ruby. The cast includes William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Thompson, Bela Lugosi and George Grandee. Mervyn Le Roy directed.

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NEW YORK CITY

**He loved 'em all
..big and small..
WHEN**

JOE E. BROWN

goes

BROADMINDED

No Gal Is Safe!

Cut No. 22 Cut 40c Mat 10c

(Short Feature)

Cut No. 17 Cut 15c Mat 50

(Advance Reader)

(Advance Reader)

JOE E.
BROWN
IN
**BROAD
MINDED**

THUR
FRI.
SAT.

Cut No. 12 Cut 40c Mat 10c

(Current Story)

(Advance Reader)

(Short Feature)

(White on Black)

Cut No. 23 Cut 40c Mat 10c



JOE E.
BROWN

Cutting Comic Capers

with
ONA
MUNSON
WILLIAM
COLLIER, JR.
MARJORIE WHITE

**WARNER
THEATRE**

Cut No. 11 Cut 20c Mat 5c

Joe is supported in "Broad Minded" by Ona Munson, William Collier, Jr., Marjorie White, Holmes Herbert, Margaret Livingston, Thelma Todd, Grayce Hampton and George Grandee. Mervyn Le Roy directed.



**A
First National
and
Vitaphone
Production**

DIRECTED BY
MERVYN LeROY

BROAD-MINDED ACCESSORIES

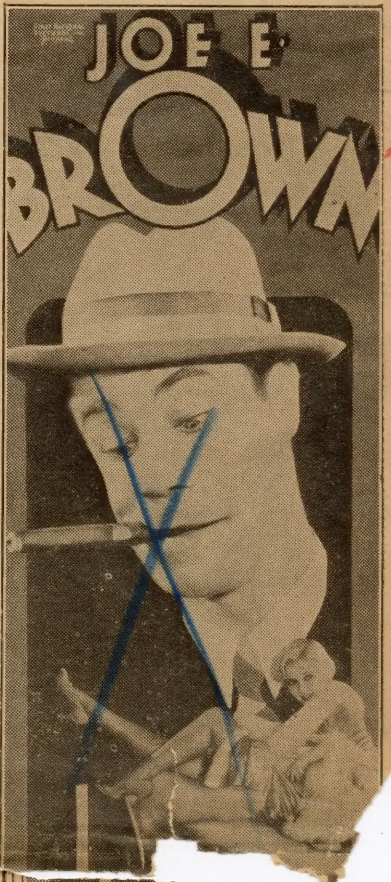
SNAPPY JOE E. BROWN COMEDY POSTERS



Color Description of the Twenty-Four Sheet

When you're selling Joe E. Brown, you're selling the pepiest comedian on the screen. That's just what the 24-sheet does. Background is white. Figure of Brown is in natural colors with brown suit, black hair, black eyes. The star's name is in red with purple outline. Other lettering is in blue. Trade mark panel is pink on a maroon background.

INSERT CARD



JOE E. BROWN LAFF HEADS

Here's an excellent novelty that will have the whole town "Joe E. Brown-minded"! The kids will have a great time with it and anyone receiving one is sure to take it home.

The novelty is a comedy head of Brown cut-out from pliable cardboard about 3½ by 6 inches in size. The nose is cut-out, as are the spaces under the collar. To operate the head the holder inserts his thumb thru the nose and places the index and middle fingers under the collar. Then by pressing the fingers together and opening them, the novelty can be made to give a good imitation of the famous Joe E. Brown laugh.

Prices including theatre imprint on back are:

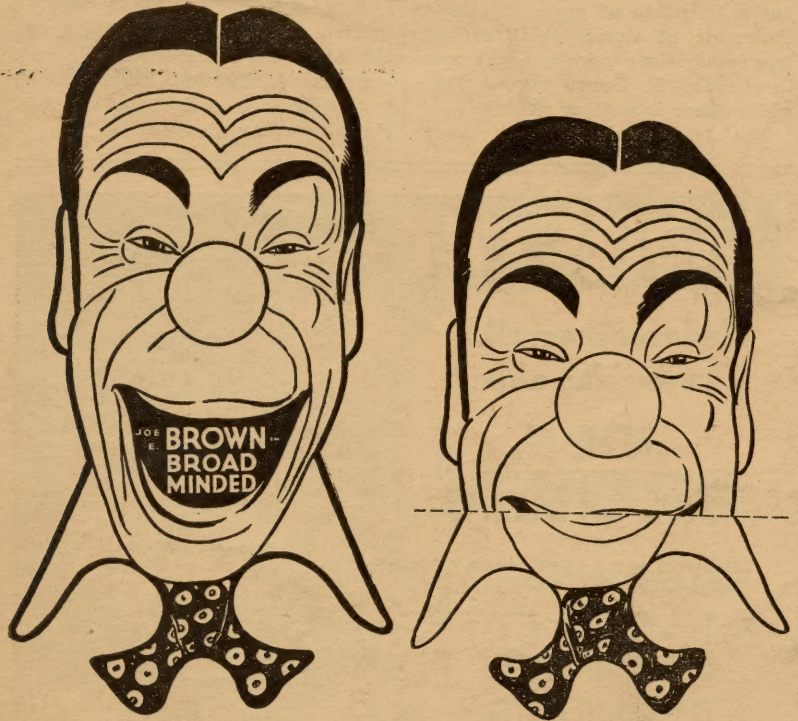
500 \$8.50 1000 \$15.00

Joe E. Brown Laff Heads should be ordered direct from the manufacturer—

DARWIN B. SILBERER

571 ST. LAWRENCE AVENUE

NEW YORK CITY



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1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

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1 to 10	75c each
11 to 20	70c each
Over 20	65c each

24-SHEETS

Up to 25	\$2.00 each
Over 25	1.75 each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each

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1M to 5M	\$3.00 per M
Over 5M	2.75 per M

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WINDOW CARD



Slide



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YOU AREN'T GETTING THE MOST OUT OF A PICTURE UNLESS YOU RUN A TALKING TRAILER. GET THE "BROAD MINDED" TRAILER AT COST FROM YOUR LOCAL EXCHANGE.

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